

ORDER

**WOOD**

Orders

Order / Rev: 203747

Alt Order #: 6849962

Product Desc: order

Estimate: 910916

Flight Dates: 09/09/12 - 09/16/12

Original Date / Rev: 09/06/12 / 09/06/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	51	\$25,900.00	\$22,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$25,900.00	\$22,015.00	0.00
Totals	51	\$25,900.00	\$22,015.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	35%	\$25,900.00
Market	100%	\$74,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,480.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	20%	\$14,800.00
WXMI	16%	\$11,840.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	27%	\$19,980.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/10/12	09/10/12	Noon News	CM	12-1p	M-----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
News 8 @ Noon															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$450.00		0.00				
E 2	WOOD	09/12/12	09/12/12		CM	12-1p	--W----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --W---- 2 \$450.00 0.00															
E 3	WOOD	09/13/12	09/13/12	Noon News News 8 @ Noon	CM	12-1p	---T---	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 2 \$450.00 0.00															
E 4	WOOD	09/14/12	09/14/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 2 \$450.00 0.00															
E 5	WOOD	09/10/12	09/10/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$100.00 0.00															
E 6	WOOD	09/12/12	09/12/12	M-F 2-3p Rachael Ray	CM	2-3p	--W----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --W---- 1 \$100.00 0.00															
E 7	WOOD	09/13/12	09/13/12	M-F 2-3p Rachael Ray	CM	2-3p	---T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$100.00 0.00															
E 8	WOOD	09/14/12	09/14/12	M-F 2-3p Rachael Ray	CM	2-3p	----F--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$100.00 0.00															
E 9	WOOD	09/10/12	09/10/12	M-F 3-4p Dr Oz	CM	3-4p	M-----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 2 \$100.00 0.00															
E 10	WOOD	09/12/12	09/12/12	M-F 3-4p Dr Oz	CM	3-4p	--W----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --W---- 2 \$100.00 0.00															
E 11	WOOD	09/13/12	09/13/12	M-F 3-4p Dr Oz	CM	3-4p	---T---	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 2 \$100.00 0.00															
E 12	WOOD	09/14/12	09/14/12	M-F 3-4p Dr Oz	CM	3-4p	----F--	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 2 \$100.00 0.00															
E 13	WOOD	09/09/12	09/09/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S 1 \$50.00 0.00															
E 14	WOOD	09/11/12	09/11/12		CM	430-5a	-T-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WOOD News @430am														
WOOD News @ 430am														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----				1	\$50.00		0.00			
E 15	WOOD	09/12/12	09/12/12	WOOD News @430am	CM	430-5a --W----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
WOOD News @ 430am														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$50.00		0.00			
E 16	WOOD	09/13/12	09/13/12	WOOD News @430am	CM	430-5a ---T---	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
WOOD News @ 430am														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---				1	\$50.00		0.00			
E 17	WOOD	09/10/12	09/10/12	5am Daybreak	CM	5a-6am M-----	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
5am Daybreak														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----				2	\$225.00		0.00			
E 18	WOOD	09/12/12	09/12/12	5am Daybreak	CM	5a-6am --W----	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
5am Daybreak														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				2	\$225.00		0.00			
E 19	WOOD	09/13/12	09/13/12	5am Daybreak	CM	5a-6am ---T---	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
5am Daybreak														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---				2	\$225.00		0.00			
E 20	WOOD	09/14/12	09/14/12	5am Daybreak	CM	5a-6am ----F--	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
5am Daybreak														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----F--				2	\$225.00		0.00			
E 21	WOOD	09/10/12	09/10/12	6am Daybreak	CM	6-7a M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak														
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----				1	\$650.00		0.00			
E 22	WOOD	09/12/12	09/12/12	6am Daybreak	CM	6-7a --W----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak														
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$650.00		0.00			
E 23	WOOD	09/13/12	09/13/12	6am Daybreak	CM	6-7a ---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak														
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---				1	\$650.00		0.00			
E 24	WOOD	09/14/12	09/14/12	6am Daybreak	CM	6-7a ----F--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak														
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----F--				1	\$650.00		0.00			
E 25	WOOD	09/15/12	09/15/12	Daybreak Sat @6am	CM	6-7a -----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
Daybreak Sat 6am														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-				2	\$300.00		0.00			
E 26	WOOD	09/15/12	09/15/12		CM	658-8a -----S-	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00

